



**Announcer**

It's time for the *IHSA Safety Podcast*.

**Enzo Garritano:**

Welcome to this podcast series on IHSA, who we are and the services we provide. I'm Enzo Garritano, president and CEO of IHSA, and in this episode we'll be joined again by host Michelle Roberts, Director of Stakeholder and Client Engagement, and by Ken Rayner, who is our Vice President of Customer Relations, Market Development and Labour Relations. Today's topic is IHSA's customer relations group. Take it away, Michelle.

**Michelle Roberts:**

So thanks for joining us. Ken, if we can start with a little bit of an explanation of the role that customer service plays in servicing IHSA sectors.

**Ken Rayner:**

Yeah, great, thanks. Thanks very much for having me on today, Michelle. You know, our customer service team, I'd say the majority of our membership who's interacted with them before in the past, may be more familiar when they're calling in to speak to a Customer Service Rep and register either themselves and do a training program, or maybe members of their members of their team, or perhaps ordering a product. So a lot of that has to do with transactional inquiries and calls.

But what may surprise our listeners is not only the volume of inquiries we get every year, which is over 35,000 directly to customer service through both phone calls and emails, but also the experience of our customer service team. When you take a look at the entirety of our team, we have almost 200 years of experience at IHSA. So when people are calling in and they have one of those Customer Service Representatives on the phone, I would certainly recommend that they look at leveraging that experience and expertise. Some of the ways that they can do that is they can ask a customer or share it with a customer service rep, more information about their business, give them an opportunity to point them to sections on our website or products or training or services that we provide that might be worth them looking at that they hadn't considered in the past. So I think our customer service reps can be great advisors to our membership in health and safety information when they're given that opportunity.

They've also participated in lots of outreach events that we've held in the past, whether we've been reaching out to newly registered WSIB [Workplace Safety and Insurance Board] firms to introduce them into the membership of IHSA, whether it's across the province at Lowe's and Home Depot locations, interacting with small contractors, we've certainly played a big part in those. We're associated with a lot of programs that our membership would be knowledgeable about, like the Construction Health and Safety Officer program, which we help to coordinate, and our Certificate of Recognition, COR®, program. Which, our customer service team deal with all the initial audits that come in, screen them to make sure that they've got the responsible information or the information that's required to be there. So they make sure all that happens.

So there's a whole host of things that our team does to contribute to IHSA's association and are making sure that our members get what they need.

**Michelle Roberts:**

Great. Thanks, Ken. So let's assume that our podcast listeners maybe have not reached out to IHSA directly through our customer service team. Could you give them some advice? What would be the best thing maybe to start with if they reached a customer service rep?

**Ken Rayner:**

Yeah, so if they're reaching a customer service one of the things that I would certainly recommend is asking them to help create an online eCommerce account. Now, that doesn't mean that they can't contact customer service if they want to place orders over the phone. It just gives another alternative in the event that our call volume is really high at times, which happens from time to time throughout the year or if somebody has something that comes up at night or on the weekends and they want to make sure that they've got that order placed, that training course that they want to get participants enrolled in, that can happen at any time. 24 hours a day, 7 days a week. Our eCommerce channel is open. So that would be something that I would recommend if a member or a podcast listener does not have an eCommerce online account set up right now with IHSA, I would see great value in asking next time they call into customer service to walk them through the process. It's very simple.

**Michelle Roberts:**

Great. Thanks for that. Your title also includes market development. So we know that you've got portfolio for marketing and communications. Can you expand on that and what that department does to support IHSA's mission and vision in the sectors we serve?

**Ken Rayner:**

Yeah, happy to. So much like our customer service team, I think our podcast listeners would be surprised at the extent that our communications marketing teams are involved in the activities that our association. Marketing, I believe, is probably a little bit more evident because when people hear radio commercials, they hear podcasts, they see our advertisements on the TTC subways or public transit buses, at hockey arenas on the boards, they're going to associate that with marketing. And that's a big part of extending IHSA's reach and helping the general public understand that IHSA is there as a trusted resource.

Our communications team is a little bit more subtle, but they're essentially involved in professionally editing all products, advisories, formal communications that's distributed by IHSA. All of that content goes through that communications team to ensure that the content that's going out is crisp, concise, and really extenuating the purpose of what we're articulating. So it's critically important to align credible information and communication with our mission. And our mission is to be Ontario's trusted health and safety resource for effective sector-specific engagement, education products and services. And our communication team does a great job of contributing towards that.

**Michelle Roberts:**

Yeah, and I know speaking of our previous episode, we had Dean Dunn who shared the influence that the stakeholder network has on the development of those products for the industry. But it takes that magical team in the background from marketing and communications to really make them look polished and to be in a format that's easy to access and download and distribute.

So, you talked about communications. What about social media? What other platforms does IHSA use to expand our message and reach a broader audience?

**Ken Rayner:**

Yeah, great question. So we run the gamut. We've got for those people who share the same vintage as myself where got a little bit of gray hair and maybe would prefer to read something on paper, we have those formats available through our magazine. For those people that prefer electronic copies or receiving information directly to their mobile devices we have that as well. So let's start with our website.

Number one, I think is our website in terms of it being a base of all of our information that goes out. Our information contains links to all of our training courses, all of the health and safety products that we have, our free downloads, news releases, all that information is found on our website at [www.ihsa.ca](http://www.ihsa.ca). And in 2019, we had almost 400,000 unique visitors visit our site, and that number's growing every year. So we know that that site has been a real good resource for our members, both know for people in Canada, and we've seen also people from around the world leveraging our website. So we know that it's been a great tool.

We're very active on social media. So we have accounts on Twitter, LinkedIn, and Instagram with informative daily posts. And I would certainly recommend any of our podcast listeners who are not following us today on LinkedIn, Twitter, and Instagram to subscribe and follow us, as they're going to get daily doses of information that either in itself is going to give them what they need or may take them to our website where they can find more information concerning a certain topic or resource.

We know from a recent survey that we conducted with external stakeholders that the majority of our membership still prefer to receive information via email. And with that we have our 2-Minute News, which is designed on a monthly basis to be information that can be digested really quickly, high level. Again, it gives you the opportunity to take you to our website where you can learn more about some of those topics more in depth. But the 2-Minute News is a great informative email that's delivered to our members each month. And if anybody is interested in subscribing to it, you can find that on our News and Events page on our website, [IHSA.ca](http://IHSA.ca). You can just scroll down to the latest version of the 2-Minute News and there'll be a subscribe option right there. And if you're talking to a Customer Service Rep on the phone, you could ask them to help subscribe you to that as well.

And the last one, again, as I mentioned, for those of the vintage of still liking to have something of paper in their hand, we have the *IHSA Health and Safety Magazine* and it's produced regularly throughout the year. In the magazine you're going to find valuable tips on injury prevention, enforcement blitz announcements, regulatory updates and safety talks, as well as just some great information and some good human interest stories as well. That again, is available at no cost. So if you're interested in receiving copies, it can be done again through our News and Events page where you can find electronic copies of our latest magazine edition. And when you click on that, you'll see an option to subscribe.

Again, the next time you're speaking to a Customer Service Rep on the phone, if that comes up as something you remember, you can ask them to help you subscribe to our magazine. That's free for all addresses in Ontario, and we're happy to send out copies that you can share with your employees as well.

**Michelle Roberts:**

Great. And you had mentioned when visiting the website IHSA.ca that there's a lot of resources available there. So what would be your top recommendations if it's a first time visitor to IHSA.ca for them to check out?

**Ken Rayner:**

Well, I'd suggest maybe they go to our Products page. And a couple of the products that I would recommend might be in 2019, we had two products that were in our top 10 list for both most downloaded and most ordered from a paper copy perspective. And number one was our *Safety Talks Manual*. And from a product number perspective, it's V005, so it's our *Safety Talks Manual (V005)*. That is free to our members in both printed and electronic format. And it has over 140 safety talks contained in the manual that are applicable to all the sectors we serve. So that's a great resource, particularly when you need to get up and deliver a safety talk on a hazard or on a topic that's important to your workplace to keep your workers safe. There's a great resource to turn to. And again, that's something that IHSA provides at no cost.

Then we have our *Construction Health and Safety Manual*. It has 43 chapters spanning 400 pages, sort of known as the "health and safety bible" in that regard. And again, a great avenue to be able to have a resource both in either electronic or paper format that can really ensure that you're keeping your workers safe. So that's the *Construction Health and Safety Manual*, and that product code is M029.

The last two things I would recommend for employers that are looking to ensure that they've got all of their training covered for the workers so that they've ensured that they're working safely and they've been made aware of the hazards and how to mitigate the risks would be our training requirement charts. So our training requirement charts, and we have two of them. One for those that work under provincial legislation, and we have one for those that work under federal regulation. And it goes into the hazards and topics for which training is required and gives employers that peace of mind that they've covered off what they need to do to keep those workers safe. *Training Requirement Chart* for provincial regulated firms, our product code number on that would be W001 and for the Canadian Labor Code Part II or federal firms, it would be W008. So those would be four products that if someone's visiting our website for the first time, take a look, they're all available in electronic downloads, and very easy to do.

**Michelle Roberts:**

That's great. And I know you emphasize that too, is not only ease of access through download, so it's instantly there, free to download. So there's no restrictions in being able to access that immediately once they log right on. Which is great if they need something in their hands right away. The safety talks that you mentioned ties into some previous episodes where we've had some featured guests and talking about some key hazards like fall prevention and the call to action for workplace parties to deliver safety talks. And we know as an association that sometimes employers, whether they're small or large, don't

necessarily have the ability to create safety talks all the time. So we encouraged our listeners to download the *Safety Talks Manual* because they are readily written, plain language, easy to understand, takes five minutes or less to deliver, talks about not only the hazards, but most importantly, the controls that should be put in place to protect the workplace parties.

Thanks for joining us, Ken, and expanding on the important role that customer service and marketing and communications plays with IHSA and making our products available to the industry.

**Enzo Garritano:**

Thank you for listening. This concludes our series on IHSA, who we are and the services we provide. Be sure to like us on your podcast channel, hit subscribe and visit us for more health and safety resources and information at [IHSA.ca](http://IHSA.ca).

Announcer

the IHSA Safety Podcast. For more episodes, tips and all things safety, go to [IHSA safetypodcast.ca](http://IHSA safetypodcast.ca). Thanks for listening.

Speaker 5:

Start each workday by reinforcing awareness and control of hazards in your workplace with a five-minute safety talk. IHSA's free Safety Talks Manual covers over 150 topics such as personal protective equipment and traffic control, with more topics added all the time. Visit [IHSA.ca](http://IHSA.ca) to download your free IHSA Safety Talks Manual today.